

PG Diploma in Corporate Communication and Brand Management

In today's rapidly evolving media landscape, the role of strategic communication and brand management has become more crucial than ever. The Postgraduate Diploma in Corporate Communication and Brand Management offered by the Indian Institute of Mass Communication (IIMC), Dhenkanal, has been designed to equip aspiring communication professionals with the knowledge, skills, and ethical frameworks necessary to meet the communication challenges faced by corporations, government bodies, developmental organisations, and political entities.

This programme addresses a critical skills gap in the communication industry by offering an unique curriculum that balances theoretical understanding with rigorous practical training. From corporate storytelling, crisis communication, stakeholder engagement, media relations, and digital branding, to analytics-driven communication strategies, the programme offers a 360-degree perspective on the evolving demands of strategic communication roles.

What makes this PG Diploma programme at IIMC Dhenkanal truly distinctive is its diverse and inclusive approach to communication sectors. While most programmes focus predominantly on business or corporate PR, this diploma course broadens its scope to cater to the growing needs of communication professionals in areas such as:

- **Corporate Sector:** With the demand for strategic brand positioning, corporate reputation management, and digital PR at an all-time high, students will learn to develop and execute comprehensive campaigns aligned with business goals.
- **Government and Public Sector Communication:** Through modules on stakeholder engagement, internal communication, and event management, students are trained to handle public-facing roles in ministries, PSUs, and government departments.
- **Development Sector:** A dedicated course on Development Communication prepares students to design grassroots campaigns, social impact messaging, and advocacy initiatives using both traditional and digital tools—skills highly sought after in NGOs and international agencies.
- **Disaster and Crisis Communication:** In the wake of climate crises and public health emergencies, the need for trained professionals who can manage communication during disasters has grown. This programme offers specialized training in crisis planning, response, and post-crisis reputation recovery.
- **Political Communication:** Students will also explore the dynamics of political campaigns, government PR, and digital political branding—equipping them to work with political consultancies, parties, and election management bodies.

Situated in Odisha's communication-rich yet underserved eastern region, IIMC Dhenkanal offers a unique regional advantage by combining academic excellence with industry exposure through internships, workshops, and live projects. With its strong journalistic legacy, focus on ethics, and emphasis on emerging trends such as AI in communication, this PG Diploma is poised to become a first-of-its-kind specialised programme in eastern India.

In sum, this programme is not only academically rigorous and industry-relevant but also socially responsive—preparing future communication leaders to contribute meaningfully across sectors and geographies.

About IIMC Dhenkanal Campus

The Indian Institute of Mass Communication (IIMC): Dhenkanal, established in 1993, is one of the premier regional campuses of IIMC: New Delhi, a deemed to be university under distinct category fully funded by the Ministry of Information & Broadcasting, Government of India. Nestled amidst the scenic hills and greenery of central Odisha, the campus has earned a national reputation for excellence in media and communication education.

The Dhenkanal campus presently offers postgraduate diploma programmes in English Journalism and Odia Journalism, and is now expanding its academic offerings with new industry-relevant programmes such as Corporate Communication and Brand Management. With a strong emphasis on hands-on learning, ethical journalism, and digital media skills, the campus nurtures future media professionals equipped for diverse roles in journalism, public relations/corporate communication, and development communication.

The campus is known for its vibrant academic environment, experienced faculty, modern media labs, and active industry engagement through guest lectures, internships, and field visits. Over the years, it has produced a large number of accomplished media professionals working across India in leading news organizations, PR agencies, and communication wings of government and corporate sectors.

IIMC Dhenkanal stands out for its inclusive approach, regional language focus, and commitment to shaping responsible, well-rounded communicators ready to serve both local communities and the global media industry.

Admission Process for PG Diploma in Corporate Communication and Brand Management (2025–26)

The Indian Institute of Mass Communication, Dhenkanal, is launching the Postgraduate Diploma in Corporate Communication and Brand Management (PGD-CC&BM) from the academic session 2025–26. This innovative and industry-oriented programme will be conducted in a bilingual format (Hindi and English), with the added flexibility for students to write semester examinations in Odia too, promoting inclusivity and linguistic diversity.

The programme will offer 40 seats.

Programme Learning Objectives (PLOs)

By the end of this programme, students will be able to:

- 1. Understand the Theoretical and Practical Aspects of Corporate Communication**
 - Develop a strong foundation in communication theories, strategic communication, and branding.

- Analyze the role of corporate communication in business growth and reputation management.
2. **Develop Strategic Communication and Branding Competencies**
 - Learn how to build, position, and manage corporate brands in competitive environments.
 - Understand the intersection of corporate storytelling, digital branding, and public relations.
 3. **Apply Ethical and Legal Principles in Corporate Communication**
 - Address ethical concerns, media laws, and corporate social responsibility (CSR) in branding and reputation management.
 - Examine case studies of ethical dilemmas in corporate communication.
 4. **Enhance Practical Skills in Media Relations and Crisis Communication**
 - Gain expertise in media engagement, crisis management, and persuasive storytelling.
 - Develop skills to manage brand perception, corporate transparency, and consumer trust.
 5. **Measure and Evaluate Corporate Communication Strategies**
 - Use data-driven insights to assess the effectiveness of corporate branding and public relations campaigns.
 - Apply performance metrics to corporate communication initiatives and reputation management.

Programme Learning Outcomes (PLOs)

Upon successful completion of this programme, students will be able to:

1. **Demonstrate a Deep Understanding of Corporate Communication**
 - Apply corporate communication theories to real-world strategic branding and media engagement scenarios.
2. **Develop and Execute Effective Corporate Communication Campaigns**
 - Create impactful corporate communication strategies that integrate PR, digital branding, and stakeholder engagement.
3. **Manage Corporate Reputation and Crisis Communication**
 - Apply crisis response strategies to mitigate reputational risks and restore public trust.
4. **Implement Ethical and Responsible Corporate Branding Practices**

- Align corporate branding strategies with ethical frameworks, corporate governance, and sustainability initiatives.

5. Analyze and Evaluate Branding and Corporate Communication Initiatives

- Utilize media monitoring tools, sentiment analysis, and impact assessment techniques to measure communication success.

Programme Structure (Semester-Wise Distribution)

Semester 1 (Total Credits: 22)

Course Code	Course Title	Credits
CCBM 101	Understanding Communication and the News Media	4
CCBM 102	Corporate Communication and PR: Theories and Practices	4
CCBM 103	Media Relations and Content Creation for Media and Public	4
CCBM 104	Client Servicing, Finance and Measurement for Strategic Corporate Communication	4
CCBM 105	Digital Tools, AI, Emerging Technologies for Strategic Corporate Communication	4
CCBM 106	Workshop, Industry Interaction & Guest Lectures	2

✦ Key Learning Areas:

- Fundamentals of corporate communication and branding
- Strategic storytelling and reputation management
- Engaging with media and stakeholders
- Practical exercises in writing and content creation

Semester 2 (Total Credits: 22)

Course Code	Course Title	Credits
CCBM 201	Corporate Branding and Reputation Management	4
CCBM 202	Strategic Communication for Development Sector	4
CCBM 203	Crisis Communication Management	4
CCBM 204	Political Communication	4
CCBM 205	Event Management and Internal Communication	4

Course Code	Course Title	Credits
CCBM 206	Internship/Projects (1 Month with Evaluation)	2

Semester-wise distribution of courses and credit/marks allotment

Semester I

Course Code	Course	Credit	Marks	Theory + Practical
CC&BM 101	Understanding Communication and News Media	4	100	60+40
CC&BM 102	Corporate Communication and PR: Theories and Practices	4	100	60+40
CC&BM 103	Media Relations and Content Creation for Media and Public	4	100	40+60
CC&BM 104	Client Servicing, Finance and Measurement for Strategic Corporate Communication	4	100	50+50
CC&BM 105	Digital Tools, AI, Emerging Technologies for Strategic Corporate Communication	4	100	40+60
CC&BM 106	Workshop, Industry Interaction & Guest Lectures	4	100	00+50

Semester II

Course Code	Course	Credit	Marks	Theory + Practical
CCBM 201	Corporate Branding and Reputation Management	4	100	60+40
CCBM 202	Strategic Communication for Development Sector	4	100	50+50
CCBM 203	Crisis Communication Management	4	100	50+50
CCBM 204	Political Communication	4	100	50+50
CCBM 205	Event Management and Internal Communication	4	100	40+60

CCBM 206	Internship/Projects (1 Month with Evaluation)	2	100	00+50
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Key Learning Areas:

- Managing corporate reputation and crisis situations
- Leveraging digital tools and social media for corporate branding
- Internal communication strategies for employee engagement
- Using data and analytics for communication impact assessment
- Hands-on experience through capstone projects and internships

Assessment & Evaluation

1. Internal Assessments (40%)

- Class participation
- Assignments & case study analysis
- Practical exercises & presentations

2. End-Semester Examinations (45%)

- Written exams for theoretical courses
- Practical exams for applied subjects

3. Project & Internship (15%)

- Industry-based project & report submission
- Evaluation by academic and industry mentors

Industry Exposure & Internships

- **Mandatory 1-month internship or Project** in PR agencies, corporate communication teams, media houses, or branding consultancies.
- **Guest lectures & workshops** by industry experts from **corporate firms, PR agencies, digital marketing agencies, and media houses.**
- **Live corporate projects** and real-world case studies.

Career Prospects

Graduates of this programme can pursue roles in:

- Corporate Communication & PR
- Brand Strategy & Reputation Management

- Digital & Social Media Communication
- Crisis Communication & Risk Management
- Internal Communication & Employee Engagement
- Event Management & Experiential Marketing
- Political Consultancy
- Development Sector